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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

GILMAR S.p.A.,

Potential Opposer,

Application No. 77313730

v.

WATERLOO ICE HOUSE LICENSING COMPANY, LLC

Applicant.

Commissioner of Trademarks P.O. Box 1451 Alexandria, Virginia 22313-1451

NOTICE OF SUBSTITUTION OF COUNSEL

Potential Opposer, Gilmar S.p.A., hereby advises the Trademark Trial and Appeal Board that its counsel of record has changed. A new Power of Attorney is attached hereto. Please forward all subsequent correspondence in this matter to the following:

John C. Blattner Butzel Long, P.C.

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Respectfully submitted,

GILMAR S.p.A

By:

John C. Blattner Butxel Long, P.C.

350 S. Main St., Ste. 300 Ann Arbor, MI 48104 Telephone: 734-995-3110

Dated: October 31, 2008

11-04-2008

POWER OF ATTORNEY

Potential Opposer, Gilmar S.p.A. hereby withdraws all prior powers of attorney and appoints John C. Blattner, an attorney licensed to practice in the State of Michigan; and Robert D. Piliero, an attorney licensed to practice in the State of New York; both of the law firm Butzel Long, P.C., as its attorneys to prosecute and transact all business in the U.S. Patent and Trademark Office and/or Trademark Trial and Appeal Board in connection therewith, and to represent it in all proceedings and appeals that may arise in the U.S. Patent and Trademark Office or the courts concerning this Opposition. Please direct all communications in this matter to John C. Blattner, Butzel Long, P.C., 350 S. Main Street, Ste. 300, Ann Arbor, MI 48104, Telephone 734-995-3110, Fax: 734-995-1777, Email: blattner@butzel.com.

GILMAR S.p.A.

By:

C. Blattner

Attorney

Dated: October 31, 2008

CERTIFICATE OF SERVICE

JOHN C. BLATTNER, declares that:

1. I am counsel for the Potential Opposer in the captioned action, and that on the execution date which appears below, a true copy of the attached document was served on Applicant or its counsel, by causing the same to be placed in an official depository under the exclusive care and custody of the United States Postal Service, first class mail, postage prepaid, addressed as follows:

Stephen P. Meleen Pirkey Barber LLP 600 Congress Ave., Ste. 2120 Austin, TX 78701-2973

2. Pursuant to 28 U.S.C.§1746, I declare under penalty of perjury that all of the foregoing is true and correct.

Executed on October 30, 2008

John C Post

Certificate of Mailing

I hereby certify that this NOTICE OF SUBSTITUTION OF COUNSEL and POWER OF ATTORNEY is being deposited with the United States Postal Service on October 31, 2008, with sufficient postage as First-Class mail in an envelope addressed to:

U.S. Patent and Trademark Office Trademark Trial and Appeal Board P.O. Box 1451 Alexandria, VA 22313-1451

John C. Bhattner